

**IN THE CLAIMS**

**Please amend claims 13, 23, 33, 43, 52, 54-55, 65, 68 and 76 as follows:**

1. (Previously Presented) A method for billing a flat, recurring charge to a buyer for financing and insurance after a sale of an item, comprising:

receiving a first indication of a sale or lease of an item to a buyer;

receiving a second indication of an insurance premium and a financial balance owed by the buyer corresponding to the sale or lease;

receiving a third indication of a predetermined time in which the financial balance is to be paid;

calculating on a computer system a periodic recurring amount based on the insurance premium, the financial balance and the predetermined time; and

receiving, from the buyer, a single payment corresponding to the periodic recurring amount within the predetermined time.

2. (Original) The method of claim 1, wherein the predetermined time is based on a length of a loan for the financial balance owed by the buyer.

3. (Original) The method of claim 1, wherein the predetermined time is based on a length of a lease for the item.

4. (Original) The method of claim 1, wherein the predetermined time is greater than one year.

5. (Original) The method of claim 1, wherein the item is an automobile.

6. (Original) The method of claim 1, wherein the periodic, recurring amount is charged monthly.

7. (Original) The method of claim 1, further comprising:

receiving a fourth indication of an interest rate to be applied to at least one of the financial balance and the insurance premium, wherein said calculating further includes:

calculating the periodic recurring amount further based on the interest rate.

8. (Previously Presented) A method for billing a flat, recurring amount to a buyer covering financing and insurance after a sale of an item, comprising:

receiving a first indication of a sale or lease of an item to a buyer, a financial balance owed for the item and a predetermined time in which the financial balance is to be paid;

receiving a second indication of an insurance premium owed for an insurance policy covering the item for at least a portion of the predetermined time;

paying the insurance premium on behalf of the buyer;

calculating on a computer system a periodic recurring amount for at least a portion of the predetermined time, the periodic recurring amount including a first amount corresponding to the financial balance and a second amount corresponding to the insurance premium; and

receiving, from the buyer, a payment corresponding to the periodic recurring amount within the predetermined time.

9. (Previously Presented) A method for promoting the sale of an item, comprising:

providing a first indication of an item for sale or lease;

providing a second indication of a predetermined time to pay a financial balance corresponding to the item; and

providing a third indication of an offer to charge a periodic recurring amount calculated on a computer system corresponding to a first payment of an insurance premium and a second payment of a financing amount corresponding to the item, the insurance premium corresponding to an insurance policy covering the item, the periodic payment to recur for at least a portion of the predetermined time.

10. (Previously Presented) A method for receiving an insurance premium for an insurance policy covering an item, comprising:

receiving a first indication of an item to be covered under an insurance policy;

receiving a second indication of a buyer of the item;  
receiving a third indication of a predetermined time in which the buyer must pay a financial balance corresponding to the item, the financial balance corresponding to a loan amount or a lease amount;

calculating on a computer system an insurance premium for the entire predetermined time based on the item and the buyer; and

receiving, from a party other than the buyer, a payment of the insurance premium.

11. (Previously Presented) A method for simultaneously paying a financial loan and insurance corresponding to an item, comprising:

buying or leasing an item from a retailer, the item having a corresponding finance amount and an insurance premium amount, the finance amount corresponding to a loan payment as part of a loan obtained for buying the item or a lease payment as part of a lease for the item and payable over a predetermined time, the insurance premium amount corresponding to an insurance policy having a term equal to the predetermined time; and

submitting a payment corresponding to a recurring amount which is calculated on a computer system for at least a portion of the finance amount and a portion of the insurance premium amount within the predetermined time.

12. (Previously Presented) The method of claim 1, wherein said sale comprises a lease of the item.

13. (Currently Amended) An apparatus for billing a flat, recurring charge to a buyer for financing and insurance after a sale of an item, comprising:

means for receiving a first indication of a sale or lease of an item to a buyer;

means for receiving a second indication of an insurance premium and a financial balance owed by the buyer corresponding to the sale or lease;

means for receiving a third indication of a predetermined time in which the financial balance is to be paid;

means for calculating on a computer system a periodic recurring amount based on the insurance premium, the financial balance and the predetermined time; and

means for receiving, from the buyer, a single payment corresponding to the periodic recurring amount within the predetermined time.

14. (Previously Presented) An apparatus for billing a flat, recurring charge to a buyer for financing and insurance after a sale of an item, comprising:

a processor; and

a memory in communication with the processor, the memory for storing a plurality of processing instructions enabling the processor to:

receive a first indication of a sale or lease of an item to a buyer;

receive a second indication of an insurance premium and a financial balance owed by the buyer corresponding to the sale or lease;

receive a third indication of a predetermined time in which the financial balance is to be paid;

calculate a periodic recurring amount based on the insurance premium, the financial balance and the predetermined time; and

receive, from the buyer, a single payment corresponding to the periodic recurring amount within the predetermined time.

15. (Previously Presented) A computer-readable medium encoded with processing instructions for implementing a method, performed by a computer, for billing a flat, recurring charge to a buyer for financing and insurance after a sale of an item, comprising:

receiving a first indication of a sale or lease of an item to a buyer;

receiving a second indication of an insurance premium and a financial balance owed by the buyer corresponding to the sale or lease;

receiving a third indication of a predetermined time in which the financial balance is to be paid;

calculating a periodic recurring amount based on the insurance premium, the financial balance and the predetermined time; and

receiving, from the buyer, a single payment corresponding to the periodic recurring amount within the predetermined time.

16. (Previously Presented) The method of claim 8, wherein the predetermined time is based on a length of a loan for the financial balance owed by the buyer.

17. (Previously Presented) The method of claim 8, wherein the predetermined time is based on a length of a lease for the item.

18. (Previously Presented) The method of claim 8, wherein the predetermined time is greater than one year.

19. (Previously Presented) The method of claim 8, wherein the item is an automobile.

20. (Previously Presented) The method of claim 8, wherein the periodic, recurring amount is charged monthly.

21. (Previously Presented) The method of claim 8, further comprising:

receiving a third indication of an interest rate to be applied to at least one of the financial balance and the insurance premium, wherein said calculating further includes:

calculating the periodic recurring amount further based on the interest rate.

22. (Previously Presented) The method of claim 8, wherein said sale comprises a lease of the item.

23. (Currently Amended) An apparatus for billing a flat, recurring amount to a buyer covering financing and insurance after a sale of an item, comprising:

means for receiving a first indication of a sale or lease of an item to a buyer, a financial balance owed for the item and a predetermined time in which the financial balance is to be paid;

means for receiving a second indication of an insurance premium owed for an insurance policy covering the item for at least a portion of the predetermined time;

means for paying the insurance premium on behalf of the buyer;

means for calculating on a computer system a periodic recurring amount for at least a portion of the predetermined time, the periodic recurring amount including a first amount corresponding to the financial balance and a second amount corresponding to the insurance premium; and

means for receiving, from the buyer, a payment corresponding to the periodic recurring amount within the predetermined time.

24. (Previously Presented) An apparatus for billing a flat, recurring amount to a buyer covering financing and insurance after a sale of an item, comprising:

a processor; and

a memory in communication with the processor, the memory for storing a plurality of processing instructions enabling the processor to:

receive a first indication of a sale or lease of an item to a buyer, a financial balance owed for the item and a predetermined time in which the financial balance is to be paid;

receive a second indication of an insurance premium owed for an insurance policy covering the item for at least a portion of the predetermined time;

enable payment of the insurance premium on behalf of the buyer;

calculate a periodic recurring amount for at least a portion of the predetermined time, the periodic recurring amount including a first amount corresponding to the financial balance and a second amount corresponding to the insurance premium; and

receive, from the buyer, a payment corresponding to the periodic recurring amount within the predetermined time.

25. (Previously Presented) A computer-readable medium encoded with processing instructions for implementing a method, performed by a computer, for billing a flat, recurring amount to a buyer covering financing and insurance after a sale of an item, the method comprising:

receiving a first indication of a sale or lease of an item to a buyer, a financial balance owed for the item and a predetermined time in which the financial balance is to be paid;

receiving a second indication of an insurance premium owed for an insurance policy covering the item for at least a portion of the predetermined time;

paying the insurance premium on behalf of the buyer;  
calculating a periodic recurring amount for at least a portion of the predetermined time, the periodic recurring amount including a first amount corresponding to the financial balance and a second amount corresponding to the insurance premium; and  
receiving, from the buyer, a payment corresponding to the periodic recurring amount within the predetermined time.

26. (Previously Presented) The method of claim 9, wherein the predetermined time is based on a length of a loan for the financial balance owed by the buyer.

27. (Previously Presented) The method of claim 9, wherein the predetermined time is based on a length of a lease for the item.

28. (Previously Presented) The method of claim 9, wherein the predetermined time is greater than one year.

29. (Previously Presented) The method of claim 9, wherein the item is an automobile.

30. (Previously Presented) The method of claim 9, wherein the periodic, recurring amount is charged monthly.

31. (Previously Presented) The method of claim 9, further comprising:  
providing a fourth indication of an interest rate to be applied to at least one of the financial balance and the insurance premium, wherein said calculating further includes:  
calculating the periodic recurring amount further based on the interest rate.

32. (Previously Presented) The method of claim 9, wherein said sale comprises a lease of the item.

33. (Currently Amended) An apparatus for promoting the sale of an item, comprising:

means for providing a first indication of an item for sale or lease;

means for providing a second indication of a predetermined time to pay a financial balance corresponding to the item; and

means for providing a third indication of an offer to charge a periodic recurring amount calculated on a computer system corresponding to a first payment of an insurance premium and a second payment of a financing amount corresponding to the item, the insurance premium corresponding to an insurance policy covering the item, the periodic payment to recur for at least a portion of the predetermined time.

34. (Previously Presented) An apparatus for promoting the sale of an item, comprising:

a processor; and

a memory in communication with the processor, the memory for storing a plurality of processing instructions enabling the processor to:

provide a first indication of an item for sale or lease;

provide a second indication of a predetermined time to pay a financial balance corresponding to the item; and

provide a third indication of an offer to charge a periodic recurring amount corresponding to a first payment of an insurance premium and a second payment of a financing amount corresponding to the item, the insurance premium corresponding to an insurance policy covering the item, the periodic payment to recur for at least a portion of the predetermined time.

35. (Previously Presented) A computer-readable medium encoded with processing instructions for implementing a method, performed by a computer, for promoting the sale of an item, the method comprising:

providing a first indication of an item for sale or lease;  
providing a second indication of a predetermined time to pay a financial balance corresponding to the item; and

providing a third indication of an offer to charge a periodic recurring amount corresponding to a first payment of an insurance premium and a second payment of a financing amount corresponding to the item, the insurance premium corresponding to an insurance policy covering the item, the periodic payment to recur for at least a portion of the predetermined time.

36. (Previously Presented) The method of claim 10, wherein the predetermined time is based on a length of a loan for the financial balance owed by the buyer.

37. (Previously Presented) The method of claim 10, wherein the predetermined time is based on a length of a lease for the item.

38. (Previously Presented) The method of claim 10, wherein the predetermined time is greater than one year.

39. (Previously Presented) The method of claim 10, wherein the item is an automobile.

40. (Previously Presented) The method of claim 10, wherein the periodic, recurring amount is charged monthly.

41. (Previously Presented) The method of claim 10, further comprising:  
providing a fourth indication of an interest rate to be applied to at least one of the financial balance and the insurance premium, wherein said calculating further includes:

calculating the periodic recurring amount further based on the interest rate.

42. (Previously Presented) The method of claim 10, wherein said sale comprises a lease of the item.

43. (Currently Amended) A method for billing a flat, recurring charge to a buyer for financing and insurance after a sale of an item, comprising:

receiving a first indication of one of: a sale and lease of an item to a buyer;  
receiving a second indication of an insurance premium and a financial balance owed by the buyer corresponding to the sale or lease;  
receiving a third indication of a predetermined time in which the financial balance is to be paid; and

calculating on a computer system a periodic recurring amount based on the insurance premium, the financial balance and the predetermined time.

44. (Previously Presented) The method of claim 43, further comprising:

billing the buyer for the recurring periodic amount.

45. (Previously Presented) The method of claim 43, further comprising:

receiving, from the buyer, a payment corresponding to the periodic recurring amount within the predetermined time.

46. (Previously Presented) The method of claim 43, wherein the predetermined time is based on a length of a loan for the financial balance owed by the buyer.

47. (Previously Presented) The method of claim 43, wherein the predetermined time is based on a length of a lease for the item.

48. (Previously Presented) The method of claim 43, wherein the predetermined time is greater than one year.

49. (Previously Presented) The method of claim 43, wherein the item is an automobile.

50. (Previously Presented) The method of claim 43, wherein the periodic, recurring amount is charged monthly.

51. (Previously Presented) The method of claim 43, further comprising:  
providing a fourth indication of an interest rate to be applied to at least one of the financial balance and the insurance premium, wherein said calculating further includes:  
calculating the periodic recurring amount further based on the interest rate.

52. (Currently Amended) An apparatus for billing a flat, recurring charge to a buyer for financing and insurance after a sale of an item, comprising:

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means for receiving a first indication of one of: a sale and lease of an item to a buyer;

means for receiving a second indication of an insurance premium and a financial balance owed by the buyer corresponding to the sale or lease;

means for receiving a third indication of a predetermined time in which the financial balance is to be paid; and

means for calculating on a computer system a periodic recurring amount based on the insurance premium, the financial balance and the predetermined time.

53. (Previously Presented) An apparatus for billing a flat, recurring charge to a buyer for financing and insurance after a sale of an item, comprising:

a processor; and

a memory in communication with the processor, the memory for storing a plurality of processing instructions enabling the processor to:

receive a first indication of one of: a sale and lease of an item to a buyer;

receive a second indication of an insurance premium and a financial balance owed by the buyer corresponding to the sale or lease;

receive a third indication of a predetermined time in which the financial balance is to be paid; and

calculate a periodic recurring amount based on the insurance premium, the financial balance and the predetermined time.

54. (Currently Amended) A computer-readable medium encoded with processing instructions for implementing a method, performed by a computer, for billing a flat, recurring charge to a buyer for financing and insurance after a sale of an item, the method comprising:

receiving a first indication of one of: a sale and lease of an item to a buyer;

receiving a second indication of an insurance premium and a financial balance owed by the buyer corresponding to the sale or lease;

receiving a third indication of a predetermined time in which the financial balance is to be paid; and

calculating on a computer system a periodic recurring amount based on the insurance premium, the financial balance and the predetermined time.

55. (Currently Amended) A method for billing a flat, recurring amount to a buyer covering financing and insurance after a sale of an item, comprising:

receiving a first indication of a sale or lease of an item to a buyer, a financial balance owed for the item and a predetermined time in which the financial balance is to be paid;

receiving a second indication of an insurance premium owed for an insurance policy covering the item for at least a portion of the predetermined time; and

calculating on a computer system a periodic recurring amount for at least a portion of the predetermined time, the periodic recurring amount including a first amount corresponding to the financial balance and a second amount corresponding to the insurance premium.

56. (Previously Presented) The method of claim 55, further comprising:  
receiving, from the buyer, a payment corresponding to the periodic  
recurring amount within the predetermined time.

57. (Previously Presented) The method of claim 55, further comprising:  
paying the insurance premium on behalf of the buyer; and

58. (Previously Presented) The method of claim 55, further comprising:  
billing the buyer for the recurring periodic amount.

59. (Previously Presented) The method of claim 55, wherein the predetermined  
time is based on a length of a loan for the financial balance owed by the buyer.

60. (Previously Presented) The method of claim 55, wherein the predetermined  
time is based on a length of a lease for the item.

61. (Previously Presented) The method of claim 55, wherein the predetermined  
time is greater than one year.

62. (Previously Presented) The method of claim 55, wherein the item is an  
automobile.

63. (Previously Presented) The method of claim 55, wherein the periodic,  
recurring amount is charged monthly.

64. (Previously Presented) The method of claim 55, further comprising:

receiving a fourth indication of an interest rate to be applied to at least one of the financial balance and the insurance premium, wherein said calculating further includes:

calculating the periodic recurring amount further based on the interest rate.

65. (Currently Amended) An apparatus for billing a flat, recurring amount to a buyer covering financing and insurance after a sale of an item, comprising:

means for receiving a first indication of a sale or lease of an item to a buyer, a financial balance owed for the item and a predetermined time in which the financial balance is to be paid;

means for receiving a second indication of an insurance premium owed for an insurance policy covering the item for at least a portion of the predetermined time; and

means for calculating on a computer system a periodic recurring amount for at least a portion of the predetermined time, the periodic recurring amount including a first amount corresponding to the financial balance and a second amount corresponding to the insurance premium.

66. (Previously Presented) An apparatus for billing a flat, recurring amount to a buyer covering financing and insurance after a sale of an item, comprising:

a processor; and

a memory in communication with the processor, the memory for storing a plurality of processing instructions enabling the processor to:

receive a first indication of a sale or lease of an item to a buyer, a financial balance owed for the item and a predetermined time in which the financial balance is to be paid;

receive a second indication of an insurance premium owed for an insurance policy covering the item for at least a portion of the predetermined time; and calculate a periodic recurring amount for at least a portion of the predetermined time, the periodic recurring amount including a first amount corresponding to the financial balance and a second amount corresponding to the insurance premium.

67. (Previously Presented) A computer-readable medium encoded with processing instructions for implementing a method, performed by a computer, for billing a flat, recurring amount to a buyer covering financing and insurance after a sale of an item, the method comprising:

receiving a first indication of a sale or lease of an item to a buyer, a financial balance owed for the item and a predetermined time in which the financial balance is to be paid;

receiving a second indication of an insurance premium owed for an insurance policy covering the item for at least a portion of the predetermined time; and calculating a periodic recurring amount for at least a portion of the predetermined time, the periodic recurring amount including a first amount corresponding to the financial balance and a second amount corresponding to the insurance premium.

68. (Currently Amended) A method for determining an insurance premium for an insurance policy covering an item, comprising:

receiving a first indication of an item to be covered under an insurance policy;

receiving a second indication of a buyer of the item;  
receiving a third indication of a predetermined time in which the buyer must pay a financial balance corresponding to the item, the financial balance corresponding to a loan amount or a lease amount; and

calculating on a computer system an insurance premium for the entire predetermined time based on the item and the buyer.

69. (Previously Presented) The method of claim 68, further comprising:  
receiving, from a party other than the buyer, a payment of the insurance premium.
70. (Previously Presented) The method of claim 68, wherein the predetermined time is based on a length of a loan for the financial balance owed by the buyer.
71. (Previously Presented) The method of claim 68, wherein the predetermined time is based on a length of a lease for the item.

72. (Previously Presented) The method of claim 68, wherein the predetermined time is greater than one year.

73. (Previously Presented) The method of claim 68, wherein the item is an automobile.

74. (Previously Presented) The method of claim 68, wherein the periodic, recurring amount is charged monthly.

75. (Previously Presented) The method of claim 68, further comprising:  
receiving a fourth indication of an interest rate to be applied to at least one of the financial balance and the insurance premium, wherein said calculating further includes:  
calculating the periodic recurring amount further based on the interest rate.

76. (Currently Amended) An apparatus for determining an insurance premium for an insurance policy covering an item, comprising:

means for receiving a first indication of an item to be covered under an insurance policy;

means for receiving a second indication of a buyer of the item;

means for receiving a third indication of a predetermined time in which the buyer must pay a financial balance corresponding to the item, the financial balance corresponding to a loan amount or a lease amount; and

means for calculating on a computer system an insurance premium for the entire predetermined time based on the item and the buyer.

77. (Previously Presented) An apparatus for determining an insurance premium for an insurance policy covering an item, comprising:

a processor; and

a memory in communication with the processor, the memory for storing a plurality of processing instructions enabling the processor to:

receive a first indication of an item to be covered under an insurance policy;

receive a second indication of a buyer of the item;

receive a third indication of a predetermined time in which the buyer must pay a financial balance corresponding to the item, the financial balance corresponding to a loan amount or a lease amount; and

calculate an insurance premium for the entire predetermined time based on the item and the buyer.

78. (Previously Presented) A computer-readable medium encoded with processing instructions for implementing a method, performed by a computer, for determining an insurance premium for an insurance policy covering an item, the method comprising:

receiving a first indication of an item to be covered under an insurance policy;

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receiving a second indication of a buyer of the item;  
receiving a third indication of a predetermined time in which the buyer must pay a financial balance corresponding to the item, the financial balance corresponding to a loan amount or a lease amount; and  
calculating an insurance premium for the entire predetermined time based on the item and the buyer.